

## Claims

- [001] A Universal d-commerce exchange trading system comprising uniquely configured computer servers connected to a global network of client computers through a network, such as an Intranet or Internet; providing an electronic trading system for basic and complex multi-variable commodities using dynamic pricing systems.
- [002] The Universal d-commerce exchange trading system as described in claim 1 including a Dynamic Pricing System uniquely integrated with an infinitely variable product order configuration apparatus.
- [003] The infinitely variable product order configuration apparatus, as described in claim 2, including a dynamic product component selector and removal device.
- [004] The dynamic product component selector and removal device, as described in claim 3, including a method for dynamically selecting and removing multiple component parts from complex multi-variable product orders.
- [005] The dynamic product component selector and removal device, as described in claim 3, including a method for automatically expanding and contracting an electronic order form, both vertically and laterally whenever another product model group or line item is added or deleted from an order.
- [006] The Dynamic Pricing System, as described in claim 2, including a dynamic component pricing synchronizer mechanism.
- [007] The dynamic component pricing synchronizer mechanism as described in claim 6, including a method of automatically updating the prices of all the items available in perfect unison and equal ratio to each other, increasing or decreasing incrementally according to the current bid or offer for the total order assembly.
- [008] A Perpetual bid/offer matching engine with a dynamic order-book viewer system and a method for automatically co-ordinating, evaluating and ranking multiple orders for similar items or product groups, which may be continuously changing in value and composition.
- [009] The Perpetual bid/offer matching engine with dynamic order-book viewer system, as described in claim 8, including a method for traders to open any listed order, either to review, or to accept, or to modify and repost as a new order, leaving the original order intact.
- [010] The Perpetual bid/offer matching engine and dynamic order-book viewer system, as described in any previous claim, including a method for clients to search for orders matching their requirements using an electronic search engine system.
- [011] The Perpetual bid/offer matching engine and dynamic order-book viewer system, as described in any previous claim, including a novel method for creating

spontaneous and exponential growth in users because each respondent must register as a client to answer or counter-bid any offer received, thus creating rapidly accelerating growth in registered clients.

- [012] The Universal d-commerce exchange trading system as described in any preceding claim, further including a method of setting the base starting prices together with product costing information so that the site administrator or seller can view a continuously updated profit and loss statement for each order, relative to the current bid price.
- [013] The Universal d-commerce exchange trading system as described in any previous claim, further including a method of updating and automatically posting the estimated delivery date for each product assembly group based on the latest date assigned to any one of the included component parts selected.
- [014] The Universal d-commerce exchange, as described in any previous claim, further including a fully integrated escrow service for secure processing of payments and deposits for pending transactions. (\*defined in section 25 of invention description)
- [015] The fully integrated escrow service as described in claim 14, including a method for maintaining a security deposit account for registered traders.
- [016] The fully integrated escrow service as described in any previous claim, including a method for automatically reserving, charging, clearing and receiving by electronic funds transfer ("EFT") a deposit into escrow, equal to a predetermined percentage of the estimated closing value of pending sales, in which subject trader is a participant.
- [017] The fully integrated escrow service as described in any previous claim, including a method for balancing and automatically refunding any surplus deposit funds back to registered traders bank account.
- [018] The fully integrated escrow service as described in any previous claim, including a method for automatically transferring the required down-payment from the buyer's deposit account to the neutral escrow transaction account whenever a registered trader confirms a purchase.
- [019] The Universal d-commerce exchange, as described in any previous claim, including a method for buyers or assignees of buyers to acquire, hold and trade "Call" or "Put" Options, which will create a right to complete the purchase or sale at or before a future date, according to specific terms agreed.
- [020] The "Call" or "Put" Options, as described in claim 19, further including a method wherein registered traders down-payment or deposit can be converted into the required option-premium payment.
- [021] The Universal d-commerce exchange trading system as described in any

previous claim, further including an alternative method of executing transactions using an electronic auction method as opposed the perpetual bid/offer matching engine as described in claim 8 and any subsequent claim.

- [022] The electronic auction method as described in claim 21, including a method for determining and ranking winners according to the highest\* bid for any one of the bundled items included in the order lot, without regard to the highest\* overall bid for the total order lot. (\*in the alternative style application of a reverse or descending price auction the word "highest" is substituted with the word "lowest")
- [023] The electronic auction method as described in any previous claim, including a method of determining and ranking winners according to the highest bid on the basic lot without consideration for any optional components added during an auction process.
- [024] The electronic auction method as described in any previous claim, including a method for starting an auction duration countdown only upon receipt of the first bid.
- [025] The electronic auction method as described in any previous claim, including a method for starting an auction duration countdown only upon receipt of the second, or rival bid.
- [026] The electronic auction method as described in any previous claim, including a method enabling an auction bidder to cancel a bid and retire from an auction, anytime prior to the official start of an auction countdown, according to the rules in force.
- [027] The electronic auction method as described in any previous claim, including a method where, during any predetermined final period (such as the last hour), the closing time for the auction can be marginally extended or reduced automatically and repeatedly according to the level of bidding activity AND during this final period the precise closing time is visible only to the bidder in the leading position at any moment in time.
- [028] The electronic auction method as described in any previous claim, including a method whereby any bidder can elect to withdraw from a bidding process at any time and buy their order lot selection immediately at a price automatically calculated at a prorated fixed percentage premium above the current highest bid.